

<b>AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT</b>			<b>1. CONTRACT ID CODE</b>	<b>PAGE OF PAGES</b>
				1   2
<b>2. AMENDMENT/MODIFICATION NO.</b> A001	<b>3. EFFECTIVE DATE</b> See Item 16C.	<b>4. REQUISITION/PURCHASE REQ. NO.</b> PR5175975		<b>5. PROJECT NO.</b>
<b>6. ISSUED BY</b> GS/Procurement Office U.S. Embassy 1-10-5 Akasaka Minato-ku, Tokyo 107-8420 Japan		<b>CODE</b>	<b>7. ADMINISTERED BY</b> See Item 6. <b>CODE</b>	
<b>8. NAME AND ADDRESS OF CONTRACTOR</b>			√	<b>9a. AMENDMENT OF SOLICITATION NO.</b> SJA800-16-Q-0707
				<b>9b. DATED (SEE ITEM 11)</b> March 24, 2016
				<b>10a. MODIFICATION OF CONTRACT/ORDER NO.</b>
				<b>10b. DATED (SEE ITEM 13)</b>
<b>11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS</b>				
<p>[ <input checked="" type="checkbox"/> ] The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers [    ] is extended, [ <input checked="" type="checkbox"/> ] is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation, or as amended, by one of the following methods:</p> <p>(a) by completing Items 8 and 15 and returning one copy of the amendment;</p> <p>(b) by acknowledging receipt of this amendment on each copy of the offer submitted; or</p> <p>(c) by separate letter or telegram which includes a reference to the solicitation and amendment numbers.</p> <p><b>FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER.</b></p> <p>If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment and is received prior to the opening hour and date specified.</p>				
<b>12. ACCOUNTING AND APPROPRIATION DATA</b>				
N/A				
<b>13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS; IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.</b>				
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.				
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).				
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:				
D. OTHER:				
E. <b>IMPORTANT:</b> Contractor [    ] is not, [    ] is required to sign this document and return <u>one</u> copy to the issuing office.				
<b>14. DESCRIPTION OF AMENDMENT/MODIFICATION</b>				
Request for Quotations (RFQ) Number SJA800-16-Q-0707 is hereby amended to revise the Pricing Table and Information Demonstrating the Quoter's Ability to Perform as stated on the next page, effective the date of the Contracting Officer's signature.				
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remain unchanged and in full force and effect.				
<b>15A. NAME AND TITLE OF SIGNER (type or print)</b>			<b>16A. NAME OF CONTRACTING OFFICER</b>	
			Jason R. Cubas	
<b>15B. NAME OF CONTRACTOR/OFFEROR</b>	<b>15C. DATE SIGNED</b>	<b>16B. UNITED STATES OF AMERICA</b>		<b>16C. DATE SIGNED</b>
BY (signature of person authorized to sign)		BY (signature of Contracting Officer)		APR 07 2016

1. Subsection 1.4 (b) on page 3 of the Request of Quotations (RFQ) is hereby amended to change the phrase from "One Subject" to "One Project."

As a result of the change set forth above, page 3 of the RFQ is hereby deleted in its entirety and replaced with the attached revised page 3.

2. Subsection 4.1.2 d. on page 19 of the RFQ is hereby amended to add the following at the end of Paragraph (h) (5) on page 20:

"(i) Provide 3-page Public Roll out plan proposal, which should include following elements:

- (1) Online Media Strategy;
- (2) Social Media Campaign including Embassy's accounts
  - Utilize photo and video assets;
- (3) Engaging an audience of potential students (ages 15-30);
- (4) Promotion in advance of June 17, 2016 CULCON conference
  - Short trailer video using interview footage and other asset; and
- (5) Promotion in advance of final launch of the web pages."

As a result of the change set forth above, SECTION 4 (pages 19 through 23) of the RFQ is hereby deleted in its entirety and replaced with the attached revised SECTION 4.

## SECTION 1: Prices

### 1.1 Scope of Services

(a) The Contractor shall perform public relations and management services for web based video series for the U.S. Embassy Tokyo in accordance with the specifications and terms and conditions set forth herein.

(b) The price listed below shall include, but not limited to, all labor, materials, insurance, overhead, and profit. The U.S. Government will pay the Contractor the fixed price standard services and a fixed unit price for any optional quantity of videos that have been satisfactorily performed and delivered.

### 1.2 Offers and Payment in U.S. Dollars

(a) U.S. firms are eligible to be paid in U.S. dollars. U.S. firms desiring to be paid in U.S. dollars should submit their offers in U.S. dollars. A U.S. firm is defined as a company which operates as a corporation incorporated under the laws of a state within the United States.

(b) Foreign Firms. Any firm, which is not a U.S. firm, is a foreign firm. Any firm that does not meet the above definition of U.S. firm shall submit its prices and receive payment in Japanese Yen.

1.3 The U.S. Embassy Tokyo is exempt from Japanese consumption taxes; therefore, such taxes shall not be included in the price nor charged on invoices. After receipt of the Contractor's invoice, the U.S. Government will provide the Contractor with a signed Certificate of Tax Exemption Purchase for Foreign Establishments. (For non-Designated Stores, please visit the following link for registration: <http://www.nta.go.jp/tetsuzuki/shinsei/annai/shohi/annai/23120184.htm>)

### 1.4 Pricing

(a) Firm fixed-price for the production of 30 videos and complete in time for the early September project public rollout, including the management of the public rollout (the fixed-price shall be as if all work is to be performed in the Tokyo metropolitan area/Kanto):

One Project: \_\_\_\_\_

(b) Firm fixed-price for travelling to interview subjects outside of Tokyo metropolitan area/Kanto:

One Project: \_\_\_\_\_

## SECTION 4: Solicitation Provisions

### 4.1 Solicitation Provisions

4.1.1 FAR 52.212-1, INSTRUCTIONS TO OFFERORS - COMMERCIAL ITEMS (OCT 2015), is incorporated by reference.

Addendum to 52.212-1: none

### 4.1.2 Summary of Instructions

The quoter shall complete and submit one original copy of the following:

a. Standard Form (SF) 18 (page 1 - complete blocks 13, 14, 15, 16a, 16b, and 16c);

b. Subsection 1.4 Pricing (pages 3 and 4); quoters must include the currency which they are submitting their prices in;

c. SECTION 6 (complete all applicable portions of the SECTION 6 pages 26 through 36); and

d. Information demonstrating the quoter's ability to perform, including:

(a) Names (including subcontractors if any), documentation and evidence that proposed key personnel meet project requirements-

(1) fluent in Japanese;

(2) English proficiency would be a plus but is not required;

(3) A professional with at least three years of experience in video production and post-production;

(4) A professional producer/director with at least three years of experience in video production;

(5) Professionals with knowledge of producing videos for web and mobile devices; and

(6) Short (up to one page) biography of proposed key personnel;

(b) evidence that the quoter operates an established business with a permanent address and telephone listing;

(c) evidence that the quoter has the following experience -

- (1) at least three years of professional experience in the field of video production; and
- (2) experience in advanced forms of TV/video production and distribution;
- (3) evidence of public relations experience in online information campaign or product rollouts
- (d) list of previous experience and references relevant to this requirement;
- (e) provide at least three samples of short, professional quality, aesthetically pleasing, Japanese-language videos;
- (f) evidence that the quoter can provide the necessary personnel resources (including subcontractors if any) and equipment (list of equipment and software the quoter uses in video/audio production) needed to perform the work;
- (g) evidence that the quoter has all licenses and permits required by local law (see DOSAR 652.242-73 in SECTION 3);
- (h) evidence of the quoter's technical capabilities (the quoter shall specify which, if any, of these capabilities will reside in sub-contractors) -
  - (1) professional TV equipment for video recording in full HD or above;
  - (2) fully equipped, professional video camera with various lenses, microphones (wireless, shotgun, dynamic), camera tripod, light, batteries, AC adaptor, etc.;
  - (3) professional software for editing video and sound;
  - (4) professional software for 2D and 3D animations and special effects; and
  - (5) ability to export/convert/deliver video in any of required formats: .AVI, .MPEG2, H.264 i.e. .MPEG4, Windows Media Video .WMV, .MOV, .MKV, Flash video format .FLV, VOB.
- (i) Provide 3-page Public Roll out plan proposal, which should include following elements:
  - (1) Online Media Strategy;
  - (2) Social Media Campaign including Embassy's accounts

- Utilize photo and video assets;
- (3) Engaging an audience of potential students (ages 15-30);
- (4) Promotion in advance of June 17, 2016 CULCON conference
  - Short trailer video using interview footage and other Asset; and
- (5) Promotion in advance of final launch of the web pages.

Submit the complete quotation by mail or hand-deliver to the address indicated below by no later than 4:00 p.m., Wednesday, April 20, 2016 (local time). No quotations will be accepted after this time, and no electronic quotations shall be accepted.

U.S. Embassy  
GS/Procurement  
Attn: Contracting Officer (RFQ No. SJA800-16-Q-0707)  
1-10-5 Akasaka  
Minato-ku, Tokyo 107-8420

4.2 Addendum to Solicitation Provisions - FAR and DOSAR Provisions not Prescribed in Part 12

FAR 52.252-1 SOLICITATION PROVISIONS INCORPORATED BY REFERENCE (FEB 1998)

This solicitation incorporates one or more solicitation provisions by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at:

<http://acquisition.gov/far/index.html/> or  
<http://farsite.hill.af.mil/search.htm>

These addresses are subject to change. IF the FAR is not available at the locations indicated above, use of an Internet "search engine" (e.g., Yahoo, Infoseek, Alta Vista, etc.) is suggested to obtain the latest location of the most current FAR provisions.

The following Federal Acquisition Regulation (FAR) solicitation provisions are incorporated by reference:

<u>Clause</u>	<u>Title and Date</u>
52.204-7	System for Award Management (JULY 2013)
52.204-16	Commercial and Government Entity Code Reporting (NOV 2014)
52.214-34	Submission of Offers in the English Language (APR 1991)
52.225-25	Prohibition on Contracting with Entities Engaging in Certain Activities or Transactions Relating to Iran-Representation and Certifications (DEC 2012)
52.237-1	<p>SITE VISIT (APR 1984)</p> <p>The site visit will be held on Wednesday, April 6, 2016 from 10:00 a.m. to on/about 11:30 a.m. at the U.S. Embassy, located at 1-10-5 Akasaka, Minato-ku, Tokyo. Prospective offerors should provide a list of attendee(s) with individual name(s) and company name, including telephone/fax numbers and e-mail address, to Ms. Miho Hama via facsimile at fax number 03-3224-5179 or e-mail at <a href="mailto:HamaMX@state.gov">HamaMX@state.gov</a> to arrange entry to the Embassy.</p> <p>Attendee(s) must present an identification (ID) card with photo on it (e.g. driver's license, passport, etc.) as it is required for entering the Embassy.</p>

The following DOSAR provision is provided in full text:

DOSAR 652.206-70 COMPETITION ADVOCATE/OMBUDSMAN (AUG 1999)  
(DEVIATION)

(a) The Department of State's Competition Advocate is responsible for assisting industry in removing restrictive requirements from Department of State solicitations and removing barriers to full and open competition and use of commercial items. If such a solicitation is considered competitively restrictive or does not appear properly conducive to competition and commercial practices, potential offerors are encouraged to first contact the contracting office for the respective solicitation. If concerns remain unresolved, contact the Department of State Competition Advocate on (703) 516-1696, by fax at (703) 875-6155, or write to:

Competition Advocate  
U.S. Department of State  
A/OPE  
SA-15, Room 1060  
Washington, DC 20522-1510

(b) The Department of State's Acquisition Ombudsman has been appointed to hear concerns from potential offerors and contractors during the pre-award and post-award phases of this

acquisition. The role of the ombudsman is not to diminish the authority of the contracting officer, the Technical Evaluation Panel or Source Evaluation Board, or the selection official. The purpose of the ombudsman is to facilitate the communication of concerns, issues, disagreements, and recommendations of interested parties to the appropriate Government personnel, and work to resolve them. When requested and appropriate, the ombudsman will maintain strict confidentiality as to the source of the concern. The ombudsman does not participate in the evaluation of proposals, the source selection process, or the adjudication of formal contract disputes. Interested parties are invited to contact the contracting activity ombudsman, Minister-Counselor for Management Affairs, at Tel: 03-3224-5585 or Fax: 03-3224-5303. For an American Embassy or overseas post, refer to the numbers below for the Department Acquisition Ombudsman. Concerns, issues, disagreements, and recommendations which cannot be resolved at a contracting activity level may be referred to the Department of State Acquisition Ombudsman at (703) 516-1696, by fax at (703) 875-6155, or write to:

Acquisition Ombudsman  
U.S. Department of State  
A/OPE  
SA-15, Room 1060  
Washington, DC 20522-1510